

FIG.1

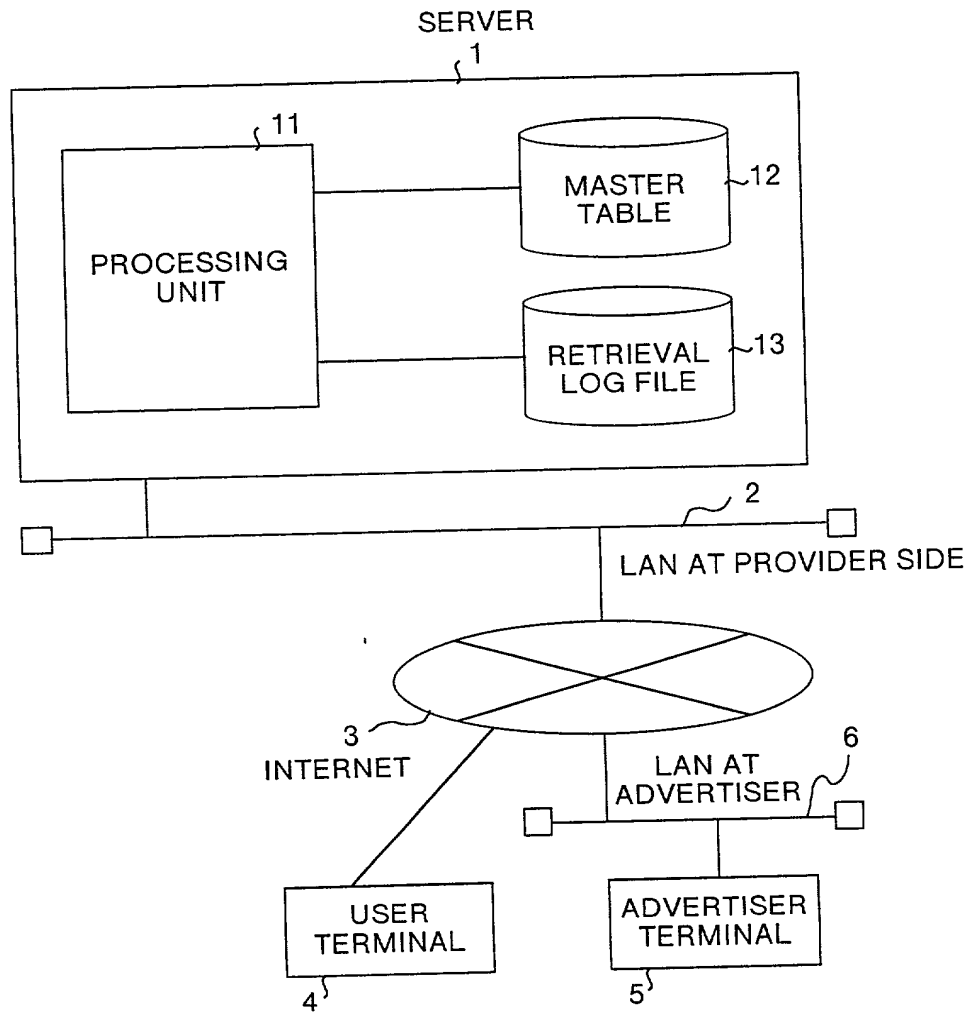


FIG.2

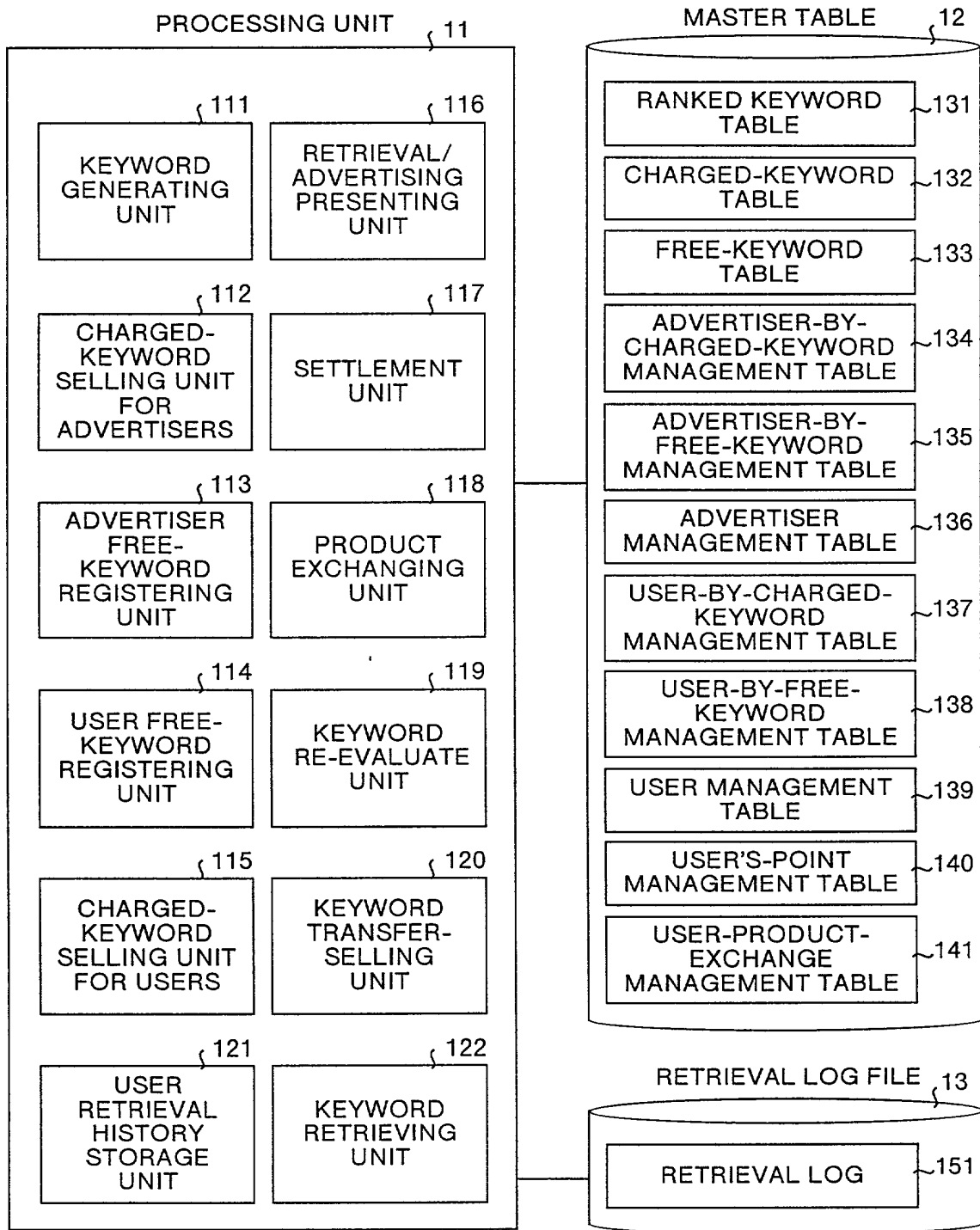


FIG.3

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RANK	KEYWORD	RETRIEVAL POINT NUMBER (USING FREQUENCY)	RANKED GROUP POINTS SUB- TOTAL
A	MP3	736859	2905302
	IMAGE	647845	
	CHAT	604475	
	WALLPAPER	477864	
	Linux	438259	
B	SCREENSAVER	418191	1837637
	SIGNALING MELODY	387297	
	IDOL	354212	
	DOWNLOAD	343120	
	ENCOUNTER	334817	
C	PHOTOGRAPH	303365	1415114
	MIDI	303176	
	Mac	282522	
	BBS	278924	
	MAP	247127	
D	SERIAL	231949	1097390
	CAPTURE	225590	
	MAIL FRIEND	215327	
	CELLULAR PHONE	213161	
	FORTUNE- TELLING	211363	

FIG.4

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RANK	KEYWORD	ADVERTISING FEE IN ¥ (ANNUAL FEE)	USER'S POINT (PER ONE TIME)	USER REGISTRATION FEE IN ¥ (ANNUAL FEE)
A	MP3	73.68 MILLION	21	0.29 MILLION
	IMAGE	64.78 MILLION	21	
	CHAT	60.44 MILLION	21	
	WALLPAPER	47.78 MILLION	22	
	Linux	43.82 MILLION	23	
B	SCREENSAVER	41.81 MILLION	24	0.18 MILLION
	SIGNALING MELODY	38.72 MILLION	27	
	IDOL	36.42 MILLION	28	
	DOWNLOAD	34.31 MILLION	30	
	ENCOUNTER	33.48 MILLION	30	
C	PHOTOGRAPH	30.33 MILLION	33	0.14 MILLION
	MIDI	30.31 MILLION	34	
	Mac	28.25 MILLION	35	
	BBS	27.89 MILLION	38	
	MAP	24.71 MILLION	41	
D	SERIAL	23.19 MILLION	43	0.10 MILLION
	CAPTURE	22.55 MILLION	47	
	MAIL FRIEND	21.53 MILLION	60	
	CELLULAR PHONE	21.31 MILLION	64	
	FORTUNE- TELLING	21.13 MILLION	73	

FIG.5

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RANK	KEYWORD	ADVERTISING FEE IN ¥ (ANNUAL FEE)	USER'S POINT (PER ONE TIME)	USER REGISTRATION FEE IN ¥ (ANNUAL FEE)
—	CD	0	1	0
	HOTEL	0	1	
	ANIMATION	0	1	
	Windows	0	1	
	LINK	0	1	

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FIG.6

RANK	KEYWORD	ADVERTISER	CONTRACT PERIOD	ADVERTISING DATA STORAGE POSITION	
				FOR Web	FOR mail
A	MP3	VACANT VACANT VACANT	: : :- : :
	IMAGE	COMPANY B VACANT VACANT	2000.01.01-2000.12.31 : : :- : :	D:¥xxxxx	D:¥yyyyy
	CHAT	VACANT VACANT VACANT	: : :- : :
	WALLPAPER	VACANT VACANT VACANT	: : :- : :
	Linux	COMPANY A COMPANY C VACANT	2000.04.01-2001.03.31 2000.05.01-2001.04.30 : : :- : :	D:¥zzzzz D:¥aaaaa	D:¥www D:¥bbbbb
B	SCREENSAVER	VACANT VACANT VACANT	: : :- : :
	SIGNALING MELODY	COMPANY B VACANT VACANT	2000.02.01-2001.01.31 : : :- : :	D:¥ccccc	D:¥ddddd
	IDOL	VACANT VACANT VACANT	: : :- : :
	DOWNLOAD	VACANT VACANT VACANT	: : :- : :
	ENCOUNTER	VACANT VACANT VACANT	: : :- : :
C	PHOTOGRAPH	VACANT VACANT VACANT	: : :- : :
	MIDI	VACANT VACANT VACANT	: : :- : :
	Mac	COMPANY A VACANT VACANT	2000.05.01-2001.04.30 : : :- : :	D:¥eeee	D:¥ffff
	BBS	VACANT VACANT VACANT	: : :- : :
	MAP	VACANT VACANT VACANT	: : :- : :
D	SERIAL	VACANT VACANT VACANT	: : :- : :
	CAPTURE	VACANT VACANT VACANT	: : :- : :
	MAIL FRIEND	VACANT VACANT VACANT	: : :- : :
	CELLULAR PHONE	VACANT VACANT VACANT	: : :- : :
	FORTUNE-TELLING	COMPANY B VACANT VACANT	2000.04.01-2001.03.31 : : :- : :	D:¥ggggg	D:¥hhhhh

FIG.7

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RANK	KEYWORD	ADVERTISER	CONTRACT PERIOD	ADVERTISING DATA STORAGE POSITION	
				FOR Web	FOR mail
-	CD	COMPANY A COMPANY B VACANT	2000.04.01-2001.03.31 2000.02.01-2001.01.31 · · - · ·	D:¥i i i i i D:¥k k k k k	D:¥j j j j j D:¥l l l l l
	HOTEL	COMPANY B VACANT VACANT	2000.04.01-2001.03.31 · · - · ·	D:¥m m m m m	D:¥n n n n n
	ANIMATION	COMPANY B VACANT VACANT	2000.01.01-2000.12.31 · · - · ·	D:¥o o o o o	D:¥p p p p p
	Windows	COMPANY A VACANT VACANT	2000.05.01-2001.04.30 · · - · ·	D:¥q q q q q	D:¥r r r r r
	LINK	VACANT VACANT VACANT	· · - · ·

FIG.8

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ADVERTISER NAME	ADVERTISER ADDRESS/ STAFF	REGISTERED KEYWORD	CONTRACT PERIOD	ADVERTISING FEE PAYMENT DATE	PAYMENT AMOUNT IN ¥
COMPANY A	WWW YY-KU XX-CITY CHIBA-KEN MATSUZAKA	Linux	2000.04.01 -2001.03.31	2000.03.01	43.82 MILLION
		CD	2000.04.01 -2001.03.31	—	—
		Mac	2000.05.01 -2001.04.30	2000.04.01	28.25 MILLION
		Windows	2000.05.01 -2001.04.30	—	—
COMPANY B	CCCC BBB-KU AAA-CITY KANAGAWA- KEN UEHARA	IMAGE	2000.01.01 -2000.12.31	1999.12.01	64.78 MILLION
		ANIMATION	2000.01.01 -2000.12.31	—	—
		SIGNALING MELODY	2000.02.01 -2001.01.31	2000.01.04	38.72 MILLION
		CD	2000.02.01 -2001.01.31	—	—
		FORTUNE- TELLING	2000.04.01 -2001.03.31	2000.03.01	21.13 MILLION
		HOTEL	2000.04.01 -2001.03.31	—	—
COMPANY C	KKK JJ-KU TOKYO HIRAGA	Linux	2000.05.01 -2001.04.30	2000.04.01	43.82 MILLION
		Mac	2000.05.01 -2001.04.30	—	—

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FIG.9

RANK	KEYWORD	USER	CONTRACT PERIOD	ADVERTISING METHOD
A	MP3	YAMADA VACANT }	2000.05.01-2001.04.30 . . - . . }	e-mail }
	IMAGE	VACANT VACANT }	. . - . . } }
	CHAT	KINOSHITA VACANT }	2000.01.01-2000.12.31 . . - . . }	Web }
	WALLPAPER	VACANT VACANT }	. . - . . } }
	Linux	VACANT VACANT }	. . - . . } }
B	SCREENSAVER	YAMADA VACANT }	2000.05.01-2001.04.30 . . - . . }	e-mail }
	SIGNALING MELODY	VACANT VACANT }	. . - . . } }
	IDOL	VACANT VACANT }	. . - . . } }
	DOWNLOAD	VACANT VACANT }	. . - . . } }
	ENCOUNTER	VACANT VACANT }	. . - . . } }
C	PHOTOGRAPH	VACANT VACANT }	. . - . . } }
	MIDI	YAMADA VACANT }	2000.04.01-2001.03.31 . . - . . }	e-mail }
	Mac	VACANT VACANT }	. . - . . } }
	BBS	VACANT VACANT }	. . - . . } }
	MAP	VACANT VACANT }	. . - . . } }
D	SERIAL	VACANT VACANT }	. . - . . } }
	CAPTURE	KOBAYASHI VACANT }	2000.02.01-2001.01.31 . . - . . }	Web }
	MAIL FRIEND	KOBAYASHI VACANT }	2000.04.01-2001.03.31 . . - . . }	Web }
	CELLULAR PHONE	VACANT VACANT }	. . - . . } }
	FORTUNE-TELLING	VACANT VACANT }	. . - . . } }

FIG.10

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RANK	KEYWORD	USER	CONTRACT PERIOD	ADVERTISING METHOD
—	CD	KOBAYASHI YAMADA }	2000.02.01-2001.01.31 2000.05.01-2001.04.30 } }	Web Web }
	HOTEL	KOBAYASHI VACANT }	2000.04.01-2001.03.31 . . - . . } }	Web }
	ANIMATION	YAMADA VACANT }	2000.05.01-2001.04.30 . . - . . } }	e-mail }
	Windows	YAMADA VACANT }	2000.04.01-2001.03.31 . . - . . } }	e-mail }
	Linux	KINOSHITA VACANT }	2000.01.01-2000.12.31 . . - . . } }	Web }

FIG.11

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REGISTRATION FEE
PAYMENT DATE

PAYMENT AMOUNT
IN ¥

USER'S POINT
(PER ONE TIME)

USER NAME	USER ADDRESS/ e-mail	REGISTERED KEYWORD	CONTRACT PERIOD			
KINOSHITA	XX-CITY GUNMA-KEN kino@xxxx. yyyy.ne.jp	CHAT	2000.01.01 -2000.12.31	1999. 12.01	0.29 MILLION	21
		LINK	2000.01.01 -2000.12.31	—	—	1
KOBAYASHI	AA-CITY FUKUOKA- KEN koba@aaaa. bbbb.ne.jp	CAPTURE	2000.02.01 -2001.01.31	2000. 01.04	0.10 MILLION	47
		CD	2000.02.01 -2001.01.31	—	—	1
		MAIL FRIEND	2000.04.01 -2001.03.31	2000. 03.01	0.10 MILLION	50
		HOTEL	2000.04.01 -2001.03.31	—	—	1
YAMADA	JJ-CITY NIIGATA-KEN yama@jjjj. kkkk.ne.jp	MP3	2000.05.01 -2001.04.30	2000. 04.01	0.29 MILLION	21
		CD	2000.05.01 -2001.04.30	—	—	1
		SCREEN- SAVER	2000.05.01 -2001.04.30	2000. 04.01	0.18 MILLION	24
		ANIMATION	2000.05.01 -2001.04.30	—	—	1
		MIDI	2000.04.01 -2001.03.31	2000. 03.01	0.14 MILLION	34
		Windows	2000.04.01 -2001.03.31	—	—	1

FIG.12

RETRIEVAL POINT
NUMBERS UP TO
CURRENT DATE
(00/08/31)
(USING FREQUENCY) a

ADVERTISING
POINT NUMBERS UP
TO CURRENT DATE
(00/08/31)
(ADVERTISING
FREQUENCY) b

USER'S POINT
(PER ONE TIME) x

USER'S POINT
NUMBERS GAINED UP
TO CURRENT DATE
(00/08/31)
 $a \times 1 + b \times x$ 140

USER NAME	REGISTERED KEYWORD				
KINOSHITA	CHAT	2 9 1 0 9 7	3 2 0 0 2	21	9 6 3 1 3 9
	LINK	1 0 5 3 9 1	9 9 8 1	1	1 1 5 3 7 2
	TOTAL				1 0 7 8 5 1 1
KOBAYASHI	CAPTURE	9 0 3 3 4	6 1 7 7	47	3 8 0 6 5 3
	C D	8 7 6 1 0	9 0 3 2	1	9 6 6 4 2
	MAIL FRIEND	5 5 4 2 1 3	3 8 0 7 6	60	2 8 3 8 7 7 3
	HOTEL	4 9 7 1 0 2	8 9 8 9 4	1	5 8 6 9 9 6
	TOTAL				3 9 0 3 0 6 4
YAMADA	M P 3	1 4 2 2 9 8	1 7 5 2	21	1 7 9 0 9 0
	C D	3 3 2 2 0	6 7 3	1	3 3 8 9 3
	SCREEN-SAVER	6 2 8 5 5	9 1 0	24	8 4 7 0 5
	ANIMATION	3 6 0 8 9	2 0 4	1	3 6 2 9 3
	MIDI	7 7 9 1 1	1 2 5 6	34	1 2 0 6 1 5
	Windows	5 0 2 8 4	7 7 1	1	5 1 0 5 5
	TOTAL				5 0 5 6 5 1

FIG.13

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USER NAME	USER ADDRESS /e-mail	TOTAL USER'S POINT NUMBERS GAINED UP TO CURRENT DATE (00/08/31)	EXCHANGED PRODUCTS/SERVICES [(): EXCHANGED POINTS]			TOTAL REMAINING USER'S POINT NUMBERS UP TO CURRENT DATE (00/08/31)
KINOSHITA	XX-CITY GUNMA-KEN kino@xxxx. yyyy.ne.jp	1 0 7 8 5 1 1	LARGE TELEVI- SION (10000 00)	7 8 5 1 1
KOBAYASHI	AA-CITY FUKUOKA- KEN koba@aaaa. bbbb.ne.jp	3 9 0 3 0 6 4	DOME- STIC TOUR (50000 00)	PERSO- NAL COM- PUTER (10000 00)	2 4 0 3 0 6 4
YAMADA	JJ-CITY NIIGATA-KEN yama@jjjj. kkkk.ne.jp	5 0 5 6 5 1	5 0 5 6 5 1

TOTAL POINTS

FIG.14

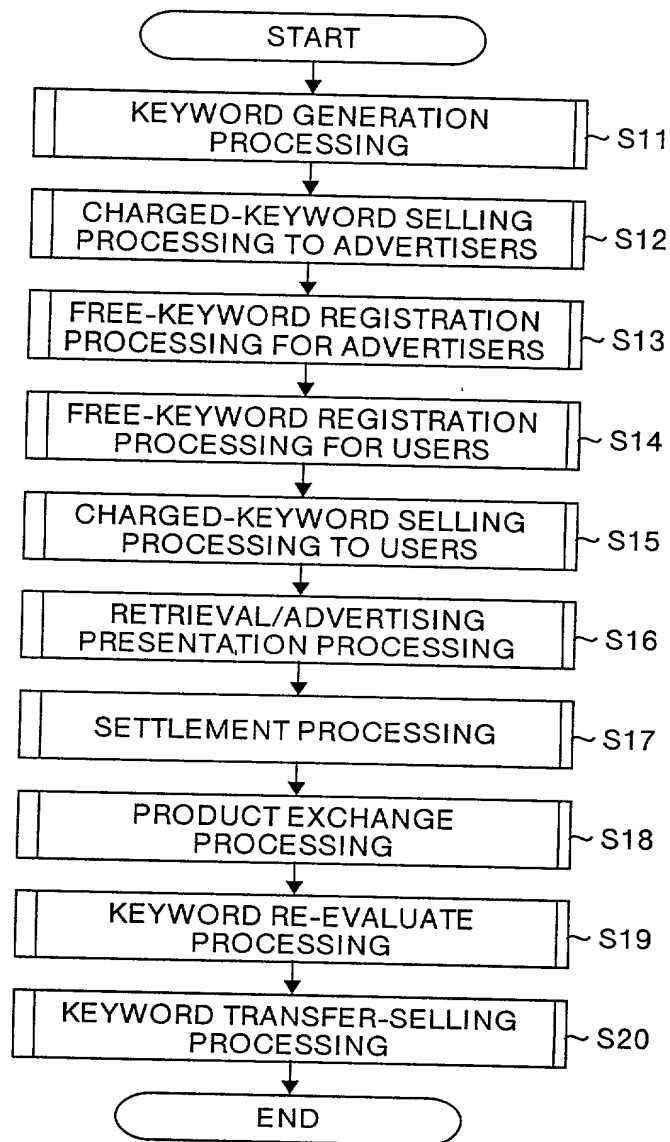


FIG.15

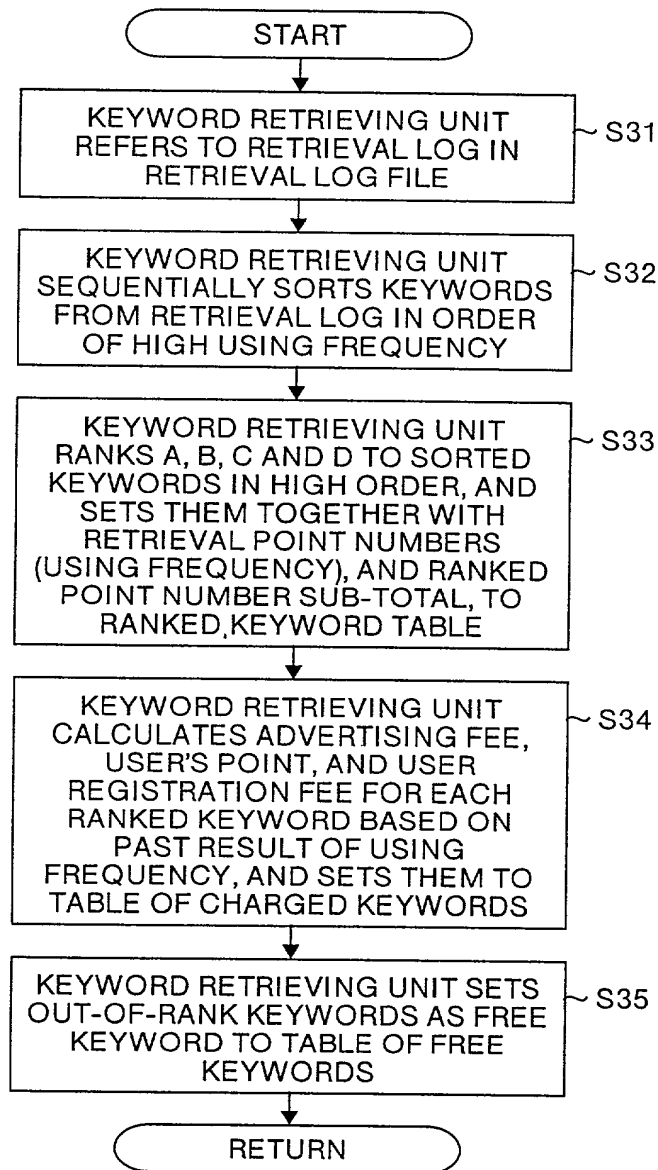


FIG.17

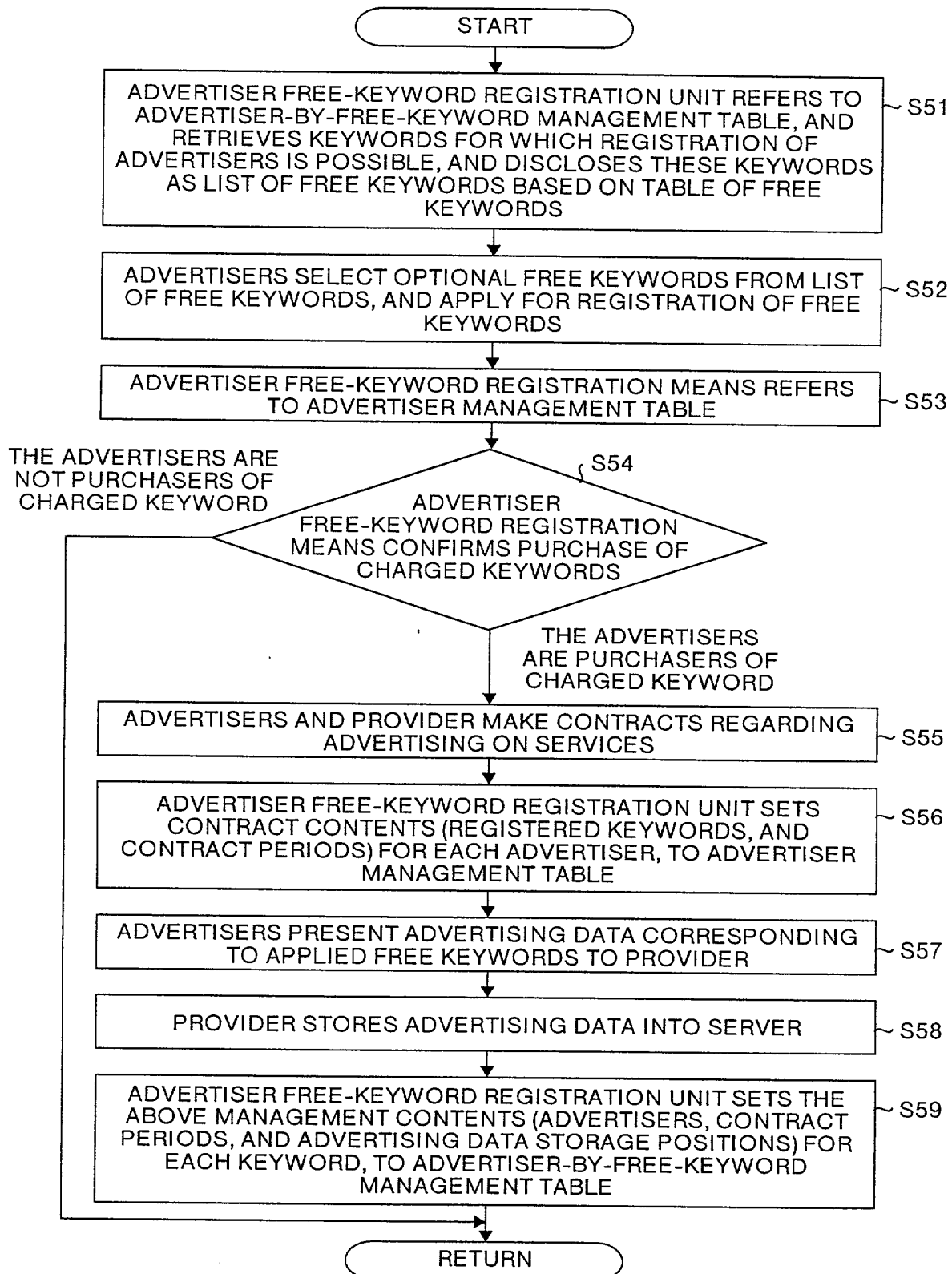


FIG.18

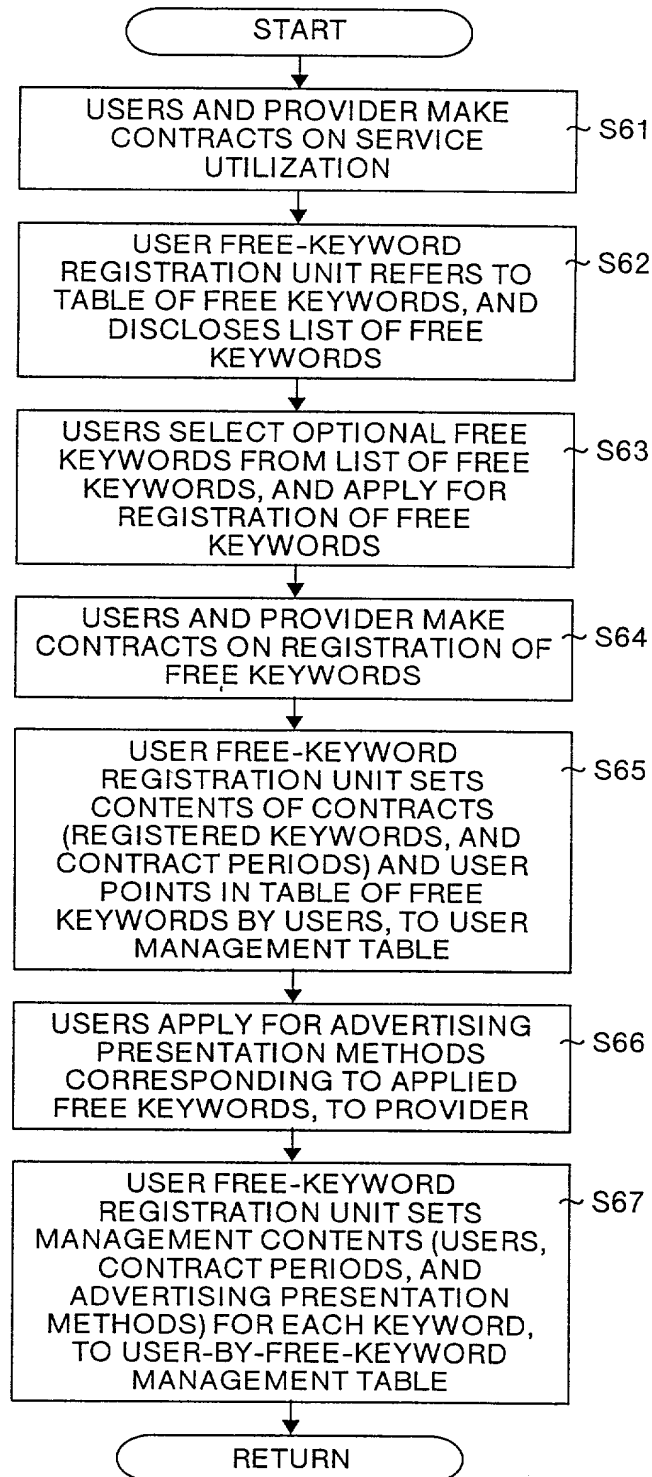


FIG.19

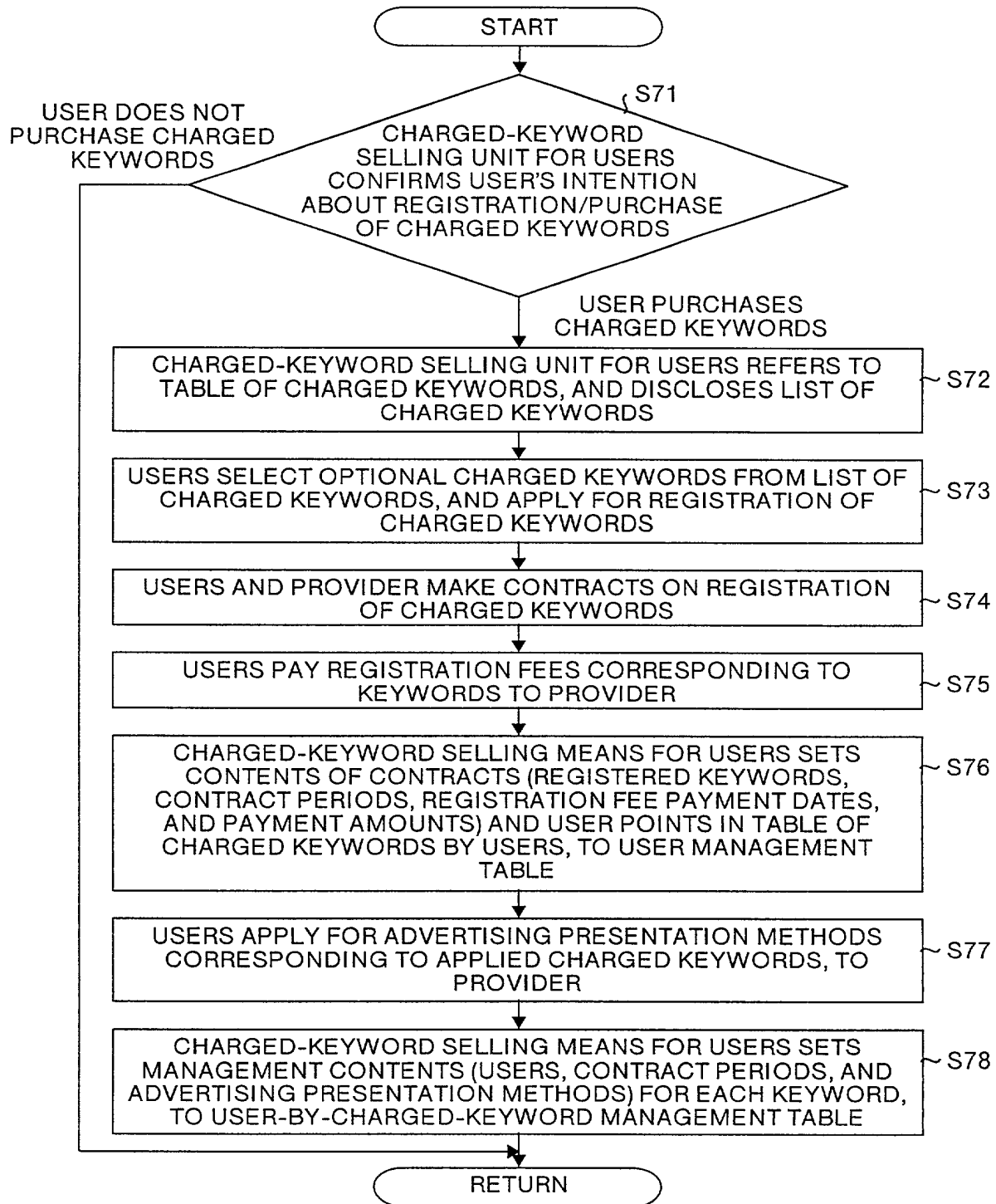


FIG.20

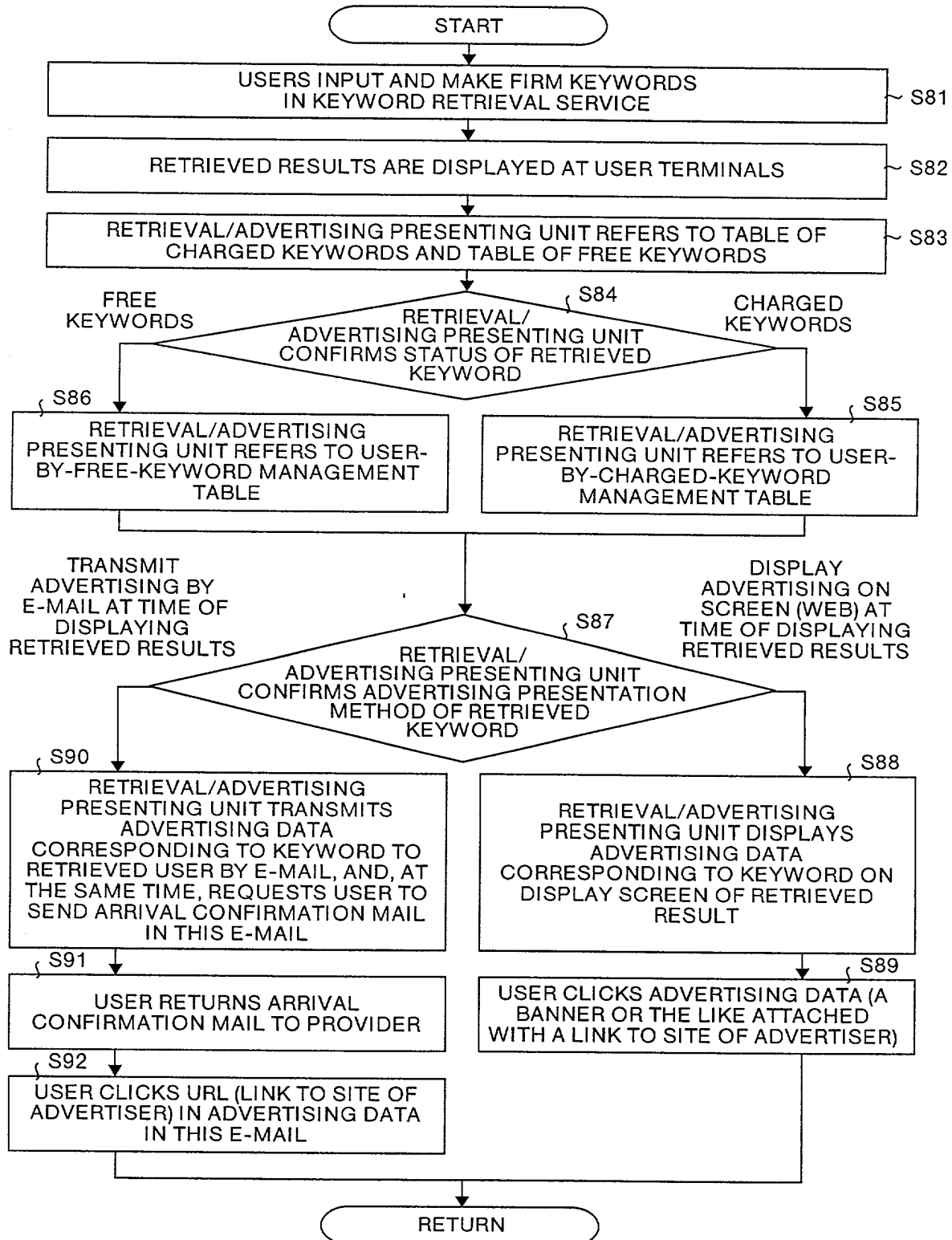


FIG.21

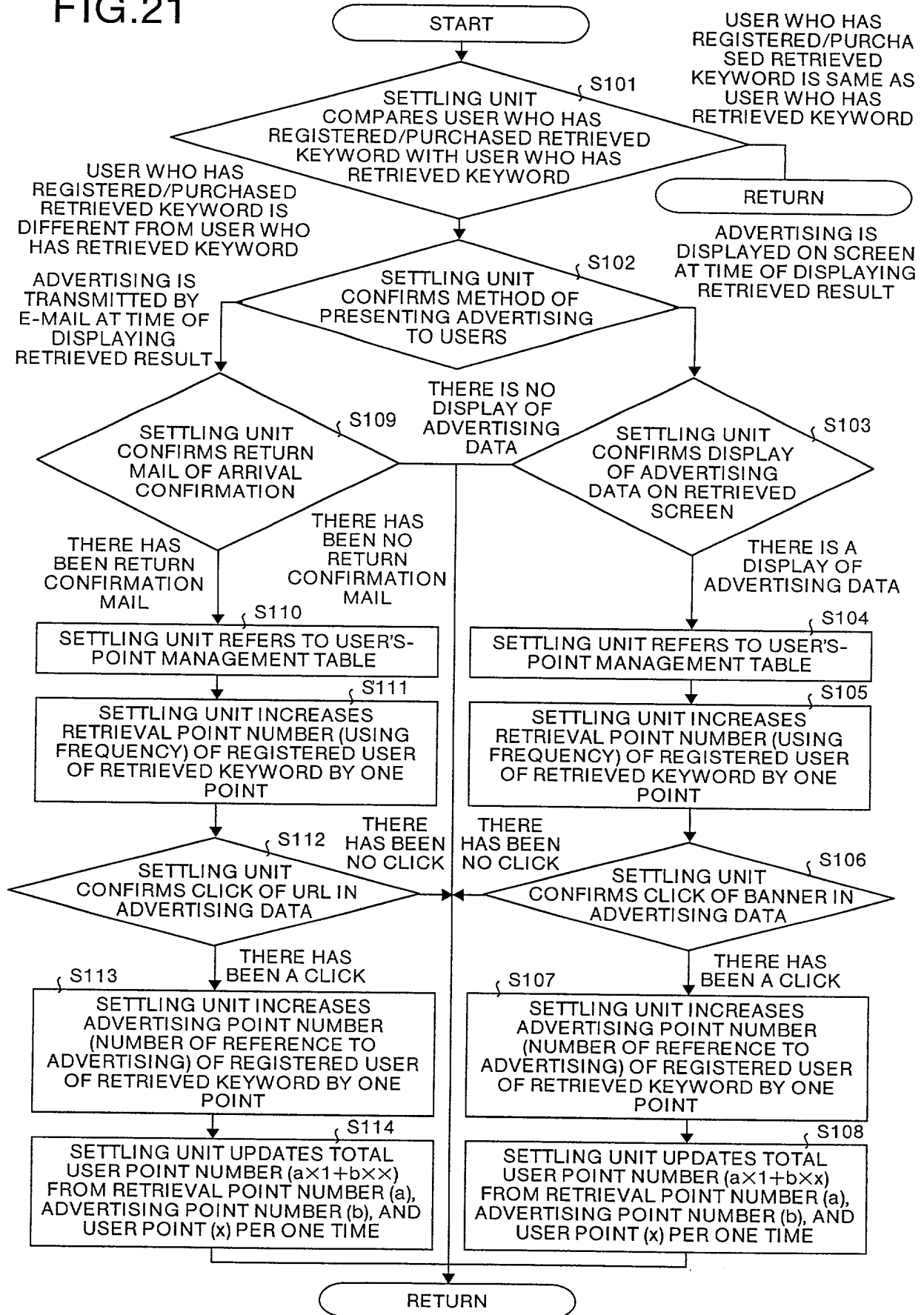


FIG.22

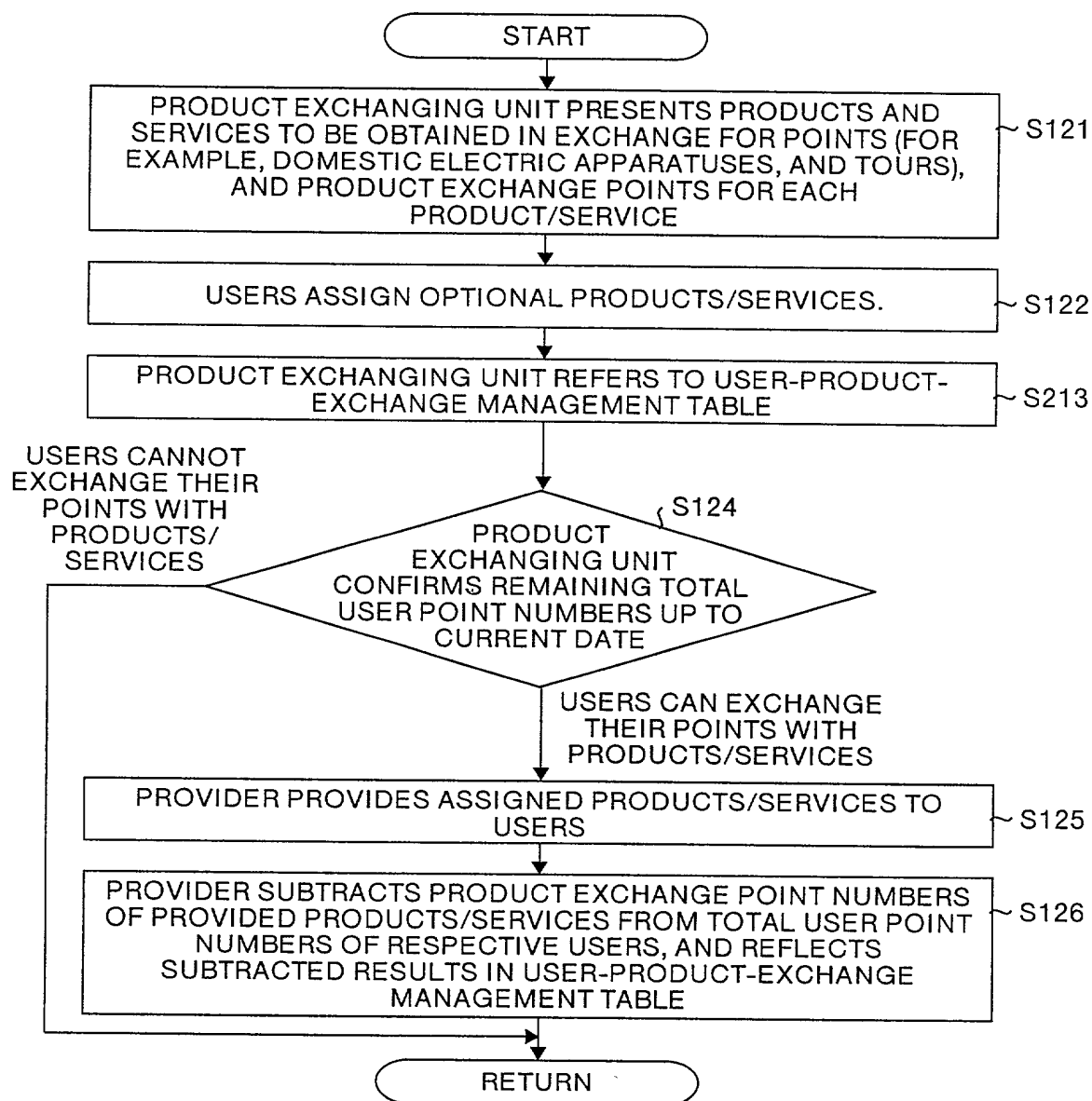


FIG.23

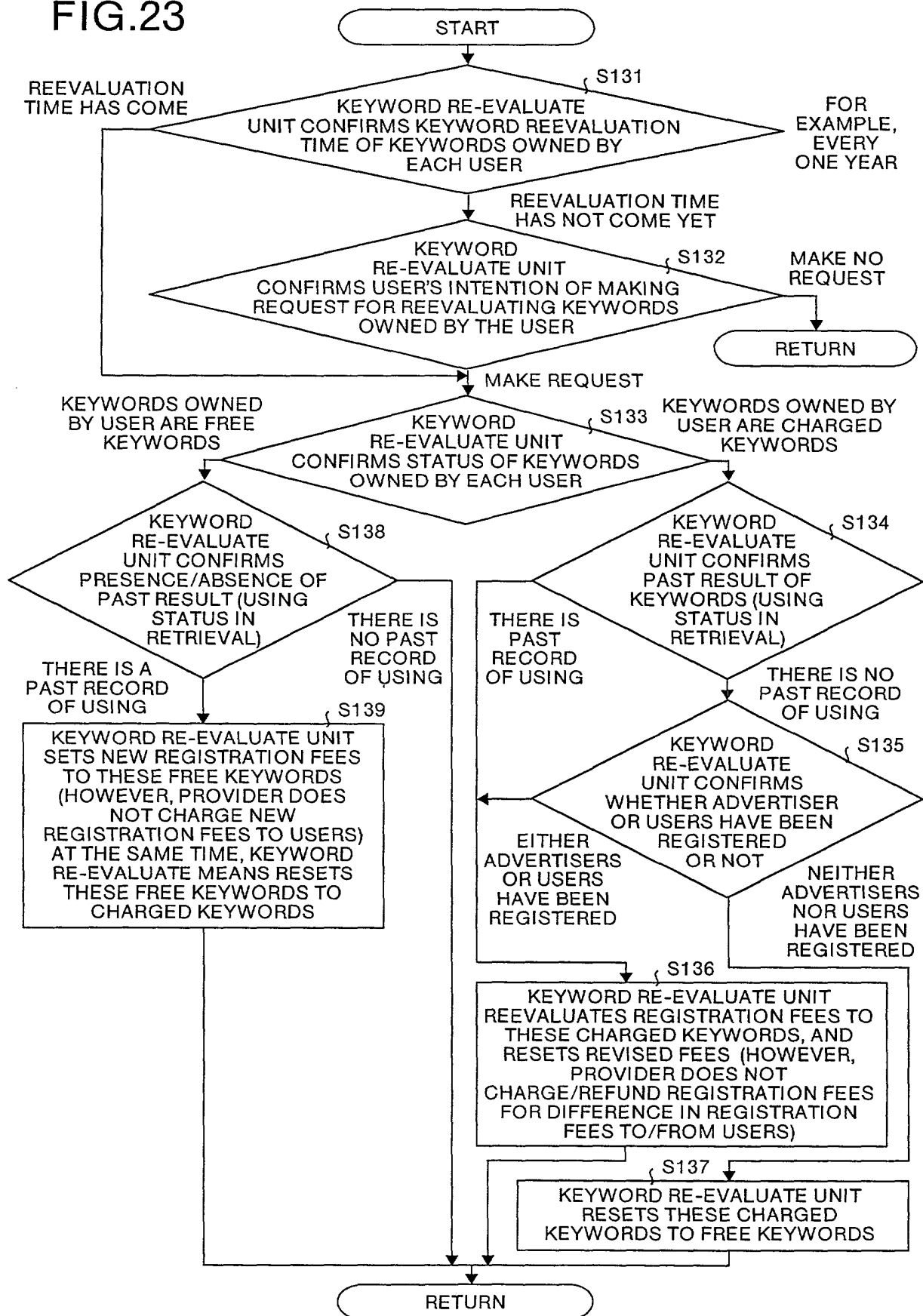


FIG.24

